<u>AMENDMENTS TO THE CLAIMS</u>

<u>LISTING OF CLAIMS</u>

This listing of claims will replace all prior versions, and listings of the claims in the application.

Claims 1-26 (Canceled).

Claim 27 (New). A method for sending a plurality of advertisements and a map, over a network, to a user terminal in response to a single request sent from the user terminal via the network, comprising the steps of:

receiving the single request from the user terminal;

searching and transmitting the map information corresponding to the received request;

searching and transmitting the plurality of advertisements corresponding to the received request by searching a database storing the plurality of advertisements to be displayed, wherein the database stores the plurality of advertisements in association with location dependency flags, and each of the flags indicates dependency to a geographical location included in the received request; and

enabling the display of both the map and the plurality of advertisements on the user terminal, wherein

the single request sent from the user terminal includes a unique identification code that is associated with the

geographical location and with a type of business, and

the type of business is associated with the plurality of
advertisements to be displayed with the map.

Claim 28 (New). A method for sending a plurality of
advertisements and a map, over a network, to a user terminal
in response to a single request sent from the user terminal
via the network, comprising the steps of:

receiving the single request from the user terminal;

searching and transmitting the map information
corresponding to the received request;

searching and transmitting the plurality of
advertisements corresponding to the received request by
searching a database storing the plurality of advertisements
to be displayed, wherein the database stores the plurality of
advertisements in association with date/time information, the
date/time information indicating a temporal period wherein an
associated advertisement is enabled to be displayed, and the
date/time information is included in the received request; and

enabling the display of both the map and the plurality of
advertisements on the user terminal, wherein

the single request sent from the user terminal includes a
unique identification code that is associated with the
geographical location and with a type of business, and

3

the type of business is associated with the plurality of advertisements to be displayed with the map.

Claim 29 (New). A method for sending a plurality of advertisements and a map, over a network, to a user terminal in response to a single request sent from the user terminal via the network, comprising the steps of:

receiving the single request from the user terminal;

searching and transmitting the map information corresponding to the received request by searching a database storing the plurality of advertisements to be displayed, wherein the database stores the plurality of advertisements in association with location dependency flags, and each of the flags indicates dependency to a geographical location included in the received request;

searching and transmitting the plurality of advertisements corresponding to the received request; and

enabling the display of both the map and the plurality of advertisements on the user terminal, wherein

the single request sent from the user terminal includes a unique identification code that is associated with the geographical location and with a type of business,

the type of business is associated with the plurality of advertisements to be displayed with the map, and

each of the plurality of advertisements is stored in the

4

database in association with a temporal time/date range wherein an associated advertisement is enabled to be displayed.

Claim 30 (New). A method for sending a plurality of advertisements and a map, over a network, to a user terminal in response to a single request sent from the user terminal via the network, comprising the steps of:

receiving the single request from the user terminal;

searching and transmitting the map information corresponding to the received request;

searching and transmitting the plurality of advertisements corresponding to the received request by searching a database storing the plurality of advertisements to be displayed, wherein the database stores the plurality of advertisements in association with location dependency flags, and each of the flags indicates dependency to a geographical location included in the received request; and

enabling the display of both the map and the plurality of advertisements on the user terminal, wherein

the single request sent from the user terminal includes a unique identification code that is associated with the geographical location and with a type of business,

the type of business is associated with the plurality of

5

advertisements to be displayed with the map, and

each of the plurality of advertisements is stored in the database in association with at least one type of business corresponding to potential types of businesses indicated by the received request.

Claim 31 (New). A method for sending a plurality of advertisements and a map, over a network, to a user terminal in response to a single request sent from the user terminal via the network, comprising the steps of:

receiving the single request from the user terminal;

searching and transmitting the map information corresponding to the received request;

searching and transmitting the plurality of advertisements corresponding to the received request by searching a database storing the plurality of advertisements to be displayed, wherein the database stores the plurality of advertisements in association with location dependency flags, and each of the flags indicates dependency to a geographical location included in the received request; and

enabling the display of both the map and the plurality of advertisements on the user terminal, wherein

the single request sent from the user terminal includes a unique identification code that is associated with the geographical location and with a type of business,

the type of business is associated with the plurality of advertisements to be displayed with the map, and

each of the plurality of advertisements is stored in the database in association with a geographical range wherein an associated advertisement is enabled to be displayed.

Claim 32 (New). A method for sending a plurality of advertisements and a map, over a network, to a user terminal in response to a single request sent from the user terminal via the network, comprising the steps of:

receiving the single request from the user terminal;

searching and transmitting the map .information corresponding to the received request;

searching and transmitting the plurality of advertisements corresponding to the received request by searching a database storing the plurality of advertisements to be displayed, wherein the database stores the plurality of advertisements in association with date/time information, the date/time information indicates a temporal period wherein an associated advertisement is enabled to be displayed, and the date/time information is included in the received request; and

enabling the display of both the map and the plurality of advertisements on the user terminal, wherein

the single request sent from the user terminal includes a

7

unique identification code that is associated with the geographical location and with a type of business,

the type of business is associated with the plurality of advertisements to be displayed with the map, and

each of the plurality of advertisements is stored in the database in association with at least one type of business corresponding to potential types of businesses indicated by the received request.

Claim 33 (New). A method for sending a plurality of advertisements and a map, over a network, to a user terminal in response to a single request sent from the user terminal via the network, comprising the steps of:

receiving the single request from the user terminal;

searching and transmitting the map information corresponding to the received request;

searching and transmitting the plurality of advertisements corresponding to the received request by searching a database storing the plurality of advertisements to be displayed, wherein the database stores the plurality of advertisements in association with date/time information, the date/time information indicates a temporal period wherein an associated advertisement is enabled to be displayed, and the date/time information is included in the received request; and

enabling the display of both the map and the plurality of

advertisements on the user terminal, wherein

the single request sent from the user terminal includes a unique identification code that is associated with the geographical location and with a type of business,

the type of business is associated with the plurality of advertisements to be displayed with the map, and

each of the plurality of advertisements is stored in the database in association with a geographical range wherein an associated advertisement is enabled to be displayed.

Claim 34 (New). A method for sending a plurality of advertisements and a map, over a network, to a user terminal in response to a single request sent from the user terminal via the network, comprising the steps of:

receiving the single request from the user terminal;

searching and transmitting the map information corresponding to the received request;

searching and transmitting the plurality of advertisements corresponding to the received request by searching a database storing the plurality of advertisements to be displayed, wherein

the database includes first and second databases,

the first database stores advertisements associated with a type of business indicated by a unique identification code

included in the received request, and

the second database stores the advertisements to be displayed that are associated with the type of business of the advertisements; and

enabling the display of both the map and the plurality of advertisements on the user terminal, wherein

the single request sent from the user terminal includes the unique identification code that is associated with a geographical location and with the type of business, and

the type of business is associated with the plurality of advertisements to be displayed with the map.

Claim 35 (New). An information displaying system for sending a plurality of advertisements and a map, over a network, to a user terminal in response to a single request sent from the user terminal via the network, comprising:

means for receiving the single request from the user terminal;

means for searching and transmitting the map information corresponding to the received request;

means for searching and transmitting the plurality of advertisements corresponding to the received request by searching a database storing the plurality of advertisements to be displayed, wherein the database stores the plurality of advertisements in association with location dependency flags,

10

and each of the flags indicates dependency to a geographical location included in the received request; and

means for enabling the display of both the map and the plurality of advertisements on the user terminal, wherein

the single request sent from the user terminal includes a unique identification code that is associated with the geographical location and with a type of business, and

the type of business is associated with the plurality of advertisements to be displayed with the map.

Claim 36 (New). An information displaying system for sending a plurality of advertisements and a map, over a network, to a user terminal in response to a single request sent from the user terminal via the network, comprising:

means for receiving the single request from the user terminal;

means for searching and transmitting the map information corresponding to the received request;

means for searching and transmitting the plurality of advertisements corresponding to the received request by searching a database storing the plurality of advertisements to be displayed, wherein the database stores the plurality of advertisements in association with date/time information, the date/time information indicates a temporal period wherein an

11

associated advertisement is enabled to be displayed, and the date/time information is included in the received request; and

means for enabling the display of both the map and the plurality of advertisements on the user terminal, wherein

the single request sent from the user terminal includes a unique identification code that is associated with the geographical location and with a type of business, and

the type of business is associated with the plurality of advertisements to be displayed with the map.

Claim 37 (New). An information displaying system for sending a plurality of advertisements and a map, over a network, to a user terminal in response to a single request sent from the user terminal via the network, comprising:

means for receiving the single request from the user terminal;

means for searching and transmitting the map information corresponding to the received request by searching a database storing the plurality of advertisements to be displayed, wherein the database stores the plurality of advertisements in association with location dependency flags, and each of the flags indicates dependency to a geographical location included in the received request;

means for searching and transmitting the plurality of advertisements corresponding to the received request; and

12

means for enabling the display of both the map and the plurality of advertisements on the user terminal, wherein

the single request sent from the user terminal includes a unique identification code that is associated with the geographical location and with a type of business,

the type of business is associated with the plurality of advertisements to be displayed with the map, and

each of the plurality of advertisements is stored in the database in association with a temporal time/date range wherein an associated advertisement is enabled to be displayed.